

American Printing House for the Blind

INCORPORATED

FINIS E. DAVIS, VICE PRESIDENT AND GENERAL MANAGER

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September 22, 1969

TO THE EX-OFFICIO TRUSTEES OF THE
AMERICAN PRINTING HOUSE FOR THE BLIND

Re--Large Type Short Run Publications

About the middle of August we sent you an announcement of two new services to be provided by the Printing House on quota account, as well as on a cash or accounts-receivable basis. These services included thermoforming of Braille paper masters placed on indefinite loan by several volunteer transcribing agencies and also the establish of a new short-run process for publishing small editions of large type textbooks.

Obviously, these new services are meeting a much-needed demand, for we have been swamped with orders, particularly for the large type short run publications. Currently, we are getting out the thermoformed Braille books pretty much on schedule, having a backlog of deliveries which will take not more than three weeks to ship.

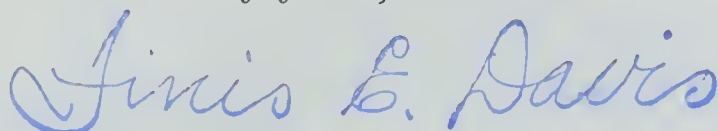
We are, however, simply swamped with orders for the large type short run titles. Currently, our backlog of orders for these books is now running as far ahead as March, 1970, and orders keep pouring in daily. We have already added on additional press, and are awaiting the delivery of another in a couple of weeks, which should cut this delivery time somewhat. Part of the problem, too, has been that we have had to not only make estimates and send samples to you for approval, but because we also have to write for permission to the copyright owners for the use of each individual title. This sometimes takes a number of weeks, and we cannot accept your order formally until the permission is received. We also cannot undertake production until this permission is in our hands. This has delayed our getting started to begin with.

At this point we are faced with the problem of how to provide the facilities and work force to meet your demand since we cannot estimate at this time just what will be needed. For instance, is the need for these materials to be cyclic, that is, will we be swamped with orders only during the summer and early fall, or will it be possible to set up an orderly progression of production during the entire year? How much additional equipment is needed (1 camera-platemaker and 3 presses would now appear to be a working unit), but this amounts to more than \$27,000 in outlay of capital funds. Just what is the reaction to the quality of product we are able to

produce by current procedures? To all of these questions, as well as others, we need answers from the Ex-officio Trustees.

Since the Annual Meeting is so close at hand, we want to advise you now that adequate time will be given to a discussion of these problems on the days of October 20-21. We ask that you think about what your projected needs on a year around basis will be, and come to the Annual Meeting prepared to give us your best thinking on the problems involved.

Sincerely yours,



FINIS E. DAVIS
Vice-President and General Manager

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